



2011 Arts Trail

www.artstrail.ca

Come follow a trail that leads you to artists, artisans and galleries dotted around this beautiful landscape. The Arts Trail is a journey of discovery to the creative studios of painters and sculptors, potters, blacksmiths, glassblowers, fibre artists, jewellery makers, stained and fused glass artists and photographers, plus multi-artist galleries.



Participant Information

Purpose

The Arts Trail was developed by Taste the County in partnership with the Municipal Economic Development Department and the Cultural Round Table to highlight the many studios and galleries throughout Prince Edward County providing consumers with a unique artistic experience.

Objectives

- To enhance the vibrant role that professional creative artists, their art, and galleries who promote and sell their work play within the economic life of the County.
- To facilitate collaborative marketing, promotion and advertising by the arts sector.
- To create marketing/package tools that will direct local customers and tourists to studios and galleries where art is sold throughout the year, thereby increasing sales.
- To strengthen this sector of our economy, through customer and sales growth, increased job opportunities and attracting more artists and galleries to the County.

Criteria to Participate

For the purposes of this initiative and document, "art" is defined as original authentic one-of-a-kind two or three dimensional work created by an artist or fine craftsperson. It includes traditional and contemporary work in a variety of media including painting, sculpture, photography, glass, ceramics, blacksmithing, jewellery, metalsmithing, fibre arts, pottery and carving. It does not include hobby crafts, work produced from kits or patterns, copied work which is produced in quantity by others, performance focused artistic endeavours or music.

- Must be a Taste the County™ partner. \$190.00 +HST annual fee
- Must be a resident of Prince Edward County
- Must be open for a minimum of 8 months per year, post hours of operation and adhere to them.
- Art sold or displayed must be made by the business OR must be purchased from or on consignment from the actual artist or agent NOT a wholesale company. (This is to ensure the exclusion of off shore, mass produced products.)
- Each art piece is to have the artist's name on it and a biography should be available for customers to read if requested.
- Participants must sell authentic/ original created artwork.
- Proof of current liability insurance is required annually.
- Must link to the Arts Trail website from your business website.

- Must track visitors using Taste the County™ tracking sheet.

Cost to Participate

- New Participants - \$1500.00 per year or \$150.00 per month + HST (based on 10 months)
- Renewing Participants - \$1150.00 per year \$115.00 per month + HST (based on 10 months)

Selection Process

- Artist notifies Taste the County about interest in joining
- Artist send Arts Trail information to review
- Small team from Arts Trail membership visits potential Arts Trail location to meet with artist(s), answer questions, review artist's work and space.
- Upon approval, artist submits contract and 100 word description to Taste the County
- Taste the County will arrange photo shoot of new artist(s) and their work for the Arts Trail Guide

Participant Deliverables

- One Page Bilingual Listing in Arts Trail Guide
- One Page Bilingual Listing on Arts Trail Website
- Use of one 24" x 24" double sided, aluminum Taste Trail sign
- Use of Arts Trail logo for use in your business advertising
- New participants also receive a listing in the Insiders Map to Prince Edward County and photography for the guide.

Arts Trail is promoted by

- Road signs along (401, ramp, tourist route signs on Hwy 33, 62 & 49, Cty Rds 10, 8 & 7)
- Arts Trail Guide and Map in conjunction with the Taste Trail Guide – 60,000 guides
- Website - www.artstrail.ca
- Print – Magazine ads
- Web – Web ads
- Participation at Trade Shows/Events
- Events listings in various magazines, websites
- Media Tours

For more information about Arts Trail and its opportunities please contact:
Taste the County, P.O. Box 442, 289 Main Street, Bloomfield, Ontario, K0K 1G0
1.866.845.6644 or 613.393.2796 tastethecounty@bellnet.ca

Executive Director, Kathy Kennedy – ed.taste@bellnet.ca
Partnership & Sales Director, Grace Nyman – grace.taste@bellnet.ca